**10 Essential Elements Your Bookkeeping Website Needs**

Whether you’re new to bookkeeping or are a seasoned operator, you should be regularly updating your website. Not only does this help with search engine ranking, it means your potential customers are seeing current and relevant information.

Here are ten essential elements your professional services website should have, whether you have one or many pages, and whether you do it yourself or engage a website pro to help you.

1. **Keywords**. Do the main pages of your website have relevant keywords embedded in the content? You need to define the keywords for each page in the back end of your website and make sure these words are used on the page and in headings.
2. **Simplicity**. Is your message clear and concise? Can clients quickly see what you offer and how you will help them? Use simple sentences and short paragraphs to clarify the solutions you offer businesses.
3. **Contact.** Make the link to your contact page evident on every page. The contact page should have a phone number, email, enquiry form, location and map.
4. **Headings and lists**. Use attention-grabbing H1 and H2 headings on each page and use bullet point lists for some of the content to make scanning your webpage easy.
5. **Mobile friendly**. Many people search for services on their phone or iPad. Is your webpage mobile friendly and easy to read on all devices?
6. **Testimonials**. Having social proof in the form of legitimate testimonials gives you credibility and gives the potential client confidence in your services.
7. **Why you?** How do you differ from others? Why should potential clients contact you? What is distinctive about you? Be clear about the problems you solve and the benefits clients will get from working with you.
8. **Services.** Exactly what services do you offer? Don’t assume that potential clients know all that a bookkeeper, accounting technician or BAS agent can do. Make it easy for browsers to see what you do.
9. **Regular updates**. You need to keep the website platform current as well as refresh the content regularly. Making sure your website is using the current version of your chosen platform also helps with security.
10. **Certifications**. Including information about your qualifications, software certifications, and professional memberships instils trust. It proves to the client that you maintain industry currency.

Many professionals get a website set up and never take the time to keep it current and relevant.

Your website needs to be regularly updated to rate on search engines. Set aside a couple of hours to check the health of your website, as it is still one of the best tools you have to market your services.

Once you have updated your website, schedule a small amount of time each month or quarter to review everything, add content and maintain your site.

**Other Things to Consider**

There are, of course, many other elements you could add to your webpage! Once your website has all the essential elements for success, gradually include additional features.

* **Call to action** – book an appointment, sign up for your newsletter or download a helpful resource.
* **Case studies** – people love reading real stories of how you have helped businesses. This could be written as an article, a video story, or even an interview with the client.
* **A newsletter and/or blog** – communication with potential and existing clients is always beneficial. A blog also helps with search engine optimisation.
* **FAQs page** – provide answers to the most common questions people have, such as location, software, fees or industry specialisation.
* **Social media links** – it’s not necessary to be on all social media platforms, but having a presence in at least one medium will be beneficial.
* **Professional photo** of you and your team – people love to see who they’re dealing with!
* **Scheduling or calendar booking integration** – make it easy for people to talk to you.
* **Know your ideal customer** and target your website design accordingly – how your website looks influences whether people will contact you. Be clear about what kind of clients you are trying to attract.

These are all basic aspects of website design, and there may come a time when it makes sense to pay professionals to manage all this for you. But for many accounting technicians who look after their website themselves, some of the basics often get overlooked when they are pretty simple things to include in your website.

Make the time to look after your best business marketing tool!